

Schedule for Monthly Issues

Issue Date

July 2010

Family Health & Active Seniors

Space Reservation Due: June 4

Camera Ready Ads Due: June 9

August 2010

Back to School

Space Reservation Due: July 2

Camera Ready Ads Due: July 7

September 2010

Rosh Hashanah

Space Reservation Due: August 3

Camera Ready Ads Due: August 6

October 2010

Overnight Camps~Arts & Culture

Space Reservation Due: September 3

Camera Ready Ads Due: September 8

November 2010

Chanukah Gifts~Celebrations~Dining

Space Reservation Due: October 5

Camera Ready Ads Due: October 8

December 2010

Chanukah

Space Reservation Due: November 5

Camera Ready Ads Due: November 10

Issue Date

January 2011

Weddings~Celebrations

Seniors

Space Reservation Due: December 3

Camera Ready Ads Due: December 8

February 2011

Camp Guides/Kids~Dining/Valentine's Day

Space Reservation Due: January 3

Camera Ready Ads Due: January 6

March 2011

Fashion for You & Your Home

Space Reservation Due: February 4

Camera Ready Ads Due: February 9

April 2011

Passover ~ Passover Foods

Space Reservation Due: March 4

Camera Ready Ads Due: March 9

May 2011

Celebrations~Israel Independence

Mother's Day~Bar/Bat Mitzvah~Graduation

Space Reservation Due: April 1

Camera Ready Ads Due: April 6

June 2011

Fun for Kids and Families

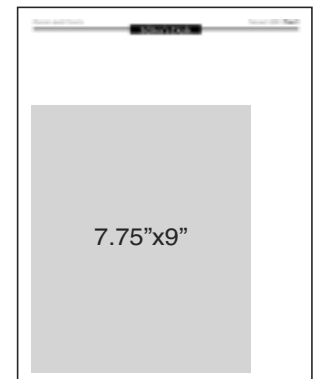
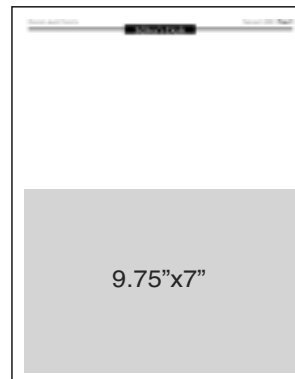
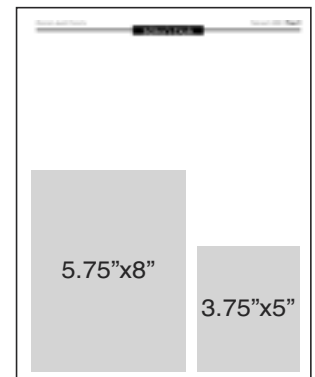
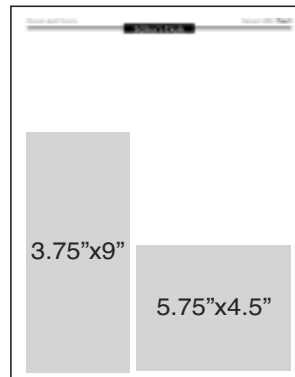
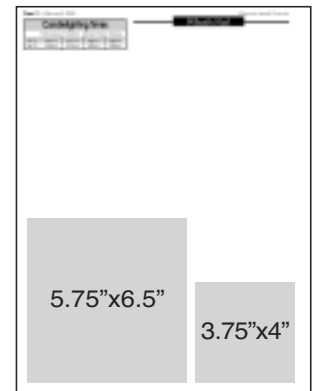
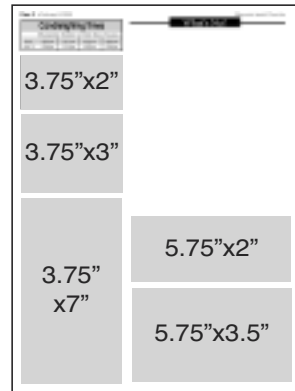
Space Reservation Due: May 6

Camera Ready Ads Due: May 11

Cover opportunities are available for Special Sections
The Guide to Jewish Wisconsin ~ Planned for Fall, 2010
Special Feature topics subject to change

Ad Sizes, Rates, Production Requirements

Sizes	Width x Height	B/W	4 Color
1/24	3.75" x 2"	\$78	\$178
1/16	3.75" x 3" 5.75" x 2"	\$115	\$215
1/12	3.75" x 4"	\$146	\$246
1/8	3.75" x 5" 5.75" x 3.5"	\$179	\$279
1/5	3.75" x 7" 5.75" x 4.5"	\$251	\$376
1/4	3.75" x 9" 5.75" x 6.5"	\$324	\$474
1/3	5.75" x 8"	\$481	\$681
1/2	7.75" x 9" 9.75" x 7"	\$596	\$796
full page	9.75" x 13.75"	\$1,045	\$1,276
Cover Opportunity (Cover, Story, Ad)		\$1,500	



Production Requirements

We are a Macintosh environment working in Mac OS X.

We prefer PDF files. PDF files must be the correct ad size. We cannot alter or change PDF files. Absolutely no hard copy will be accepted as camera ready. If we receive an ad on paper, we will recreate the ad as close as possible to the original.

Any production questions should be addressed to Yvonne Chapman, 414-390-5769, or email your questions to her attention: yvonnec@milwaukeejewish.org.

There are no guaranteed positions in the newspaper.

Inserts Information available upon request. \$850

Prices Effective April 1, 2010.

Terms

Frequency discounts are available. All billing is rendered at the NET RATES as listed. Accounts are due and payable when invoice is rendered. VISA and MasterCard are accepted.

6 x commitment ~ 5% off

12 x commitment ~ 10% off

JANE DILLON

Sales Representative

Phone: 414.390.5765 Cell: 414.588.1810

E-mail: janed@milwaukeejewish.org

Jewish Chronicle
The Wisconsin

Meet the Chronicle

The Wisconsin Jewish Chronicle offers compelling, comprehensive coverage on local, national and global events that shape our readers' lives. It delivers the Jewish perspective on contemporary issues – with insights not available in the secular media.

We offer in-depth features on issues such as Jewish identity, conversion, politics and spirituality. The American Jewish Press Association (AJPA) has given The Chronicle awards for excellence in feature writing, editorial writing, and arts and criticism. In 2005, the AJPA recognized The Chronicle as the best Jewish newspaper of its size.

The Chronicle is delivered to every home in the Milwaukee Jewish community, as well as Jewish homes around the state, and is also distributed in public places where the community congregates. That means your message is seen by more than 16,000 loyal readers.

Jewish readers are affluent, educated, and influential*:

89% are homeowners

70% have a college or advanced degree

More than 33% have incomes over \$100,000

42% are planning home improvements within the next 12 months.

52% have retirement investments

89% dined at an area restaurant in the past month

71% say they frequently purchase products and services from ads seen in The Chronicle.

*Source: Circulation Verification Council

Here's what our advertisers say about The Wisconsin Jewish Chronicle:

"We love using the Jewish Chronicle because our rep is great at giving us top notch customer service, the ad spaces are very reasonable in price and we get a great return from our ads in The Chronicle."

— Michele Green, Bosley on brady

"The Chronicle helps me keep in contact with the informed investor."

— Elliott Katz, Stifel, Nicolaus & Co., Inc.

"The ad prices are reasonable and effective. It's the best way to reach our clients and get results."

— Teri Ghodi, House of Roth

Here's what two of our readers say about The Wisconsin Jewish Chronicle:

"I faithfully read the Jewish Chronicle every week because I think it's important to stay in touch and in tune with the Jewish community in Milwaukee."

I find the range of articles informative and invaluable because of my overall interest in many aspects of Jewish life. Where else would I get this information?"

— Shari Miller, Fox Point

"I look to the Chronicle for news that I can't get anywhere else. As a Jewish woman, I consider it my newspaper."

— Sylvia Bernstein, Glendale

Jewish
The Wisconsin
Chronicle

JANE DILLON

Sales Representative

Phone: 414.390.5765 Cell: 414.588.1810

E-mail: janed@milwaukeejewish.org

Internet and Print Bundle Ad Rates

Print Ad	Width x Height	Net Rates	Web Ad	Web Rate	Bundle Total
1/24	3.75" x 2"	\$70.00	Rectangle (300x250px)	\$50.00 \$40.00	\$110.00
1/16	3.75" x 3" 5.75" x 2"	\$105.00	Rectangle (300x250px)	\$50.00 \$40.00	\$145.00
1/12	3.75" x 4"	\$136.00	Rectangle (300x250px)	\$80.00 \$64.00	\$200.00
1/8	3.75" x 5" 5.75" x 3.5"	\$163.00	Rectangle (300x250px) Skyscraper (120x600px)	\$80.00 \$64.00	\$227.00
1/5	3.75" x 7" 5.75" x 4.5"	\$225.00	Rectangle (300x250px) Banner (468x60px)	\$120.00 \$96.00	\$321.00
1/4	3.75" x 9" 5.75" x 6.5"	\$290.00	Rectangle (300x250px) Banner (468x60px)	\$180.00 \$96.00	\$386.00
1/3	5.75" x 8"	\$440.00	Rectangle (300x250px) Skyscraper (120x600px) Banner (468x60px) Small (234x60px)	\$180.00 \$144.00	\$584.00
1/2	7.75" x 9" 9.75" x 7"	\$540.00	Rectangle (300x250px) Skyscraper (120x600px) Banner (468x60px) Small (234x60px)	\$180.00 \$144.00	\$684.00
full page	9.75" x 13.75"	\$950.00	Rectangle (300x250px) Skyscraper (120x600px) Banner (468x60px) Small (234x60px)	\$180.00 \$144.00	\$1094.00

JANE DILLON
 Sales Representative
 Phone: 414.390.5765
 Cell: 414.588.1810
 E-mail: janed@milwaukeejewish.org



Internet-Only Ad Rates

Size	Monthly Rates
------	---------------

Web Package 1	\$50.00
----------------------	---------

Rectangle Ad

Web Package 2	\$80.00
----------------------	---------

Rectangle Ad

Skyscraper Ad

Web Package 3	\$120.00
----------------------	----------

Rectangle Ad

Banner Ad

Small Ad

Web Package 4	\$180.00
----------------------	----------

Rectangle Ad

Skyscraper Ad

Banner Ad

Small Ad

BANNER

468 x 60 pixels

RECTANGLE

300 x 250 pixels

SMALL

234 x 60 pixels

SKYSCRAPER

120
x 600
pixels

Shapes above are for 50% of original size, pixel sizes listed inside each shape are actual dimensions.

Mechanical Requirements - Web Advertising

Delivering the highest quality ads possible means The Wisconsin Jewish Chronicle requires specific formats or characteristics to your ad. Please review these with anyone assembling an ad for your business. Please contact The Wisconsin Jewish Chronicle with any questions. Please be sure to provide contact information for the designer or individual who prepared the ad.

If the designer or individual preparing the advertisement is unable to meet these specifications, a one-time setup fee of \$10 will apply to the advertisement.

General Advertising Guidelines (for ALL ads running with us)

- Files must be provided in Adobe Flash (.swf), GIF (animated or static), JPEG, or PNG format
- Each creative must be under 40k to be served (initial load for swf files)
- Separate creative must be provided for each banner size purchased
- Prior to submission creative should be tested for stability across all browser platforms
- All creative is subject to approval by the publisher

- All creative is due to The Wisconsin Jewish Chronicle 10 business days prior to campaign start to guarantee that the campaign will run as scheduled
- Landing page/target urls must be provided for each creative, and must be internet properties owned or managed by the advertiser

Flash & Animated GIF

- Animations or loops must not run longer than 25 seconds and/or a total of three rotations, whichever comes first
- Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, unless otherwise approved
- All Flash advertisements must be provided with a static GIF, JPEG, or PNG fallback image to be displayed if Flash is disabled or not installed
- All Flash ads must refer to the clickTAG parameter for all link URLs if clicks are to be tracked for the ad. Ex: on (release) { get URL(clickTAG, "_blank");}

Third-Party & Markup based advertising

- At this time, The Wisconsin Jewish Chronicle does not accept third-party or markup based advertising.

JANE DILLON

Sales Representative

Phone: 414.390.5765 Cell: 414.588.1810

E-mail: janed@milwaukeejewish.org

Jewish
The Wisconsin **Chronicle**